

ABSTRACT

A targeted e-mail system and method for developing multiple pieces of targeted e-mail content for patrons. The system includes a plurality of patrons and a number of subsystems that are integrated to provide the targeted e-mail. A merchant receives news items and special offers from internal and external content providers, and this content is targeted to the merchant's patrons via a targeted e-mail application subsystem. The system may capture information regarding each patron at its web site, and this data may include the patron's e-mail address, subscription flags, and other personal information. The merchant enters the content into the system using a content management subsystem. The targeting, or matching, of the content to the customers is accomplished by use of a datamart subsystem. The targeted e-mail application subsystem then prioritizes the content according to a predetermined display priority, and merges multiple matching pieces of content with each of the corresponding customers. The targeted e-mail application subsystem may also limit the number of offers provided in each e-mail. Furthermore, the targeted e-mail application subsystem may provide different categories of offers and limit the number of offers to be provided within each category. The resulting information is transferred to an e-mail vendor subsystem for delivery to the customers.